

REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register: 11 September 2001
Name of applicant/court: Secretary for Internal Affairs
Applicant to the Labelling Body: Not Applicable
Title of Publication: Purely 18 April 2001
Other Known Titles: Purely 18, Volume 3, Number 6, April 2001
Director: Not Applicable
Producer: Not Applicable
Publisher: Canary, Inc
Editor: Edgar Isaacs
Format: Magazine
Country of Origin: USA
Language: English

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Components of film originally examined: Not Applicable.

Feature: Running time:
Trailers: Running time:
Total running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Objectionable.

Display Conditions:

Not Applicable.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The publication entitled *Purely 18 April 2001* is classified as:
Objectionable.

This is because the publication tends to promote and support the exploitation of young persons for sexual purposes as outlined under s3(2) of the Films, Videos, and Publications Classification Act 1993 (FVPC Act).

The publication is a magazine, the focus of which is young women or teenagers said to be "just 18". Although the magazine explicitly states this, the manner in which images, text, and advertising are put together, implies that the females are in fact younger than this, and encourages the reader to be titillated by such an implication. This is achieved through the youthfulness of the models, props such as their clothing, and text which constantly combines aspects of their youth with their willingness to engage in sexual activity.

This classification places a restriction on the freedom of expression outlined in the New Zealand Bill of Rights Act 1990. The result of the publication falling within the criteria of s3(2) of the FVPC Act is prescribed by law, in accord with Parliament's intention that publications to which s3(2) criteria apply should be banned so as to prevent injury to the public good.

OFLC Ref: 100856